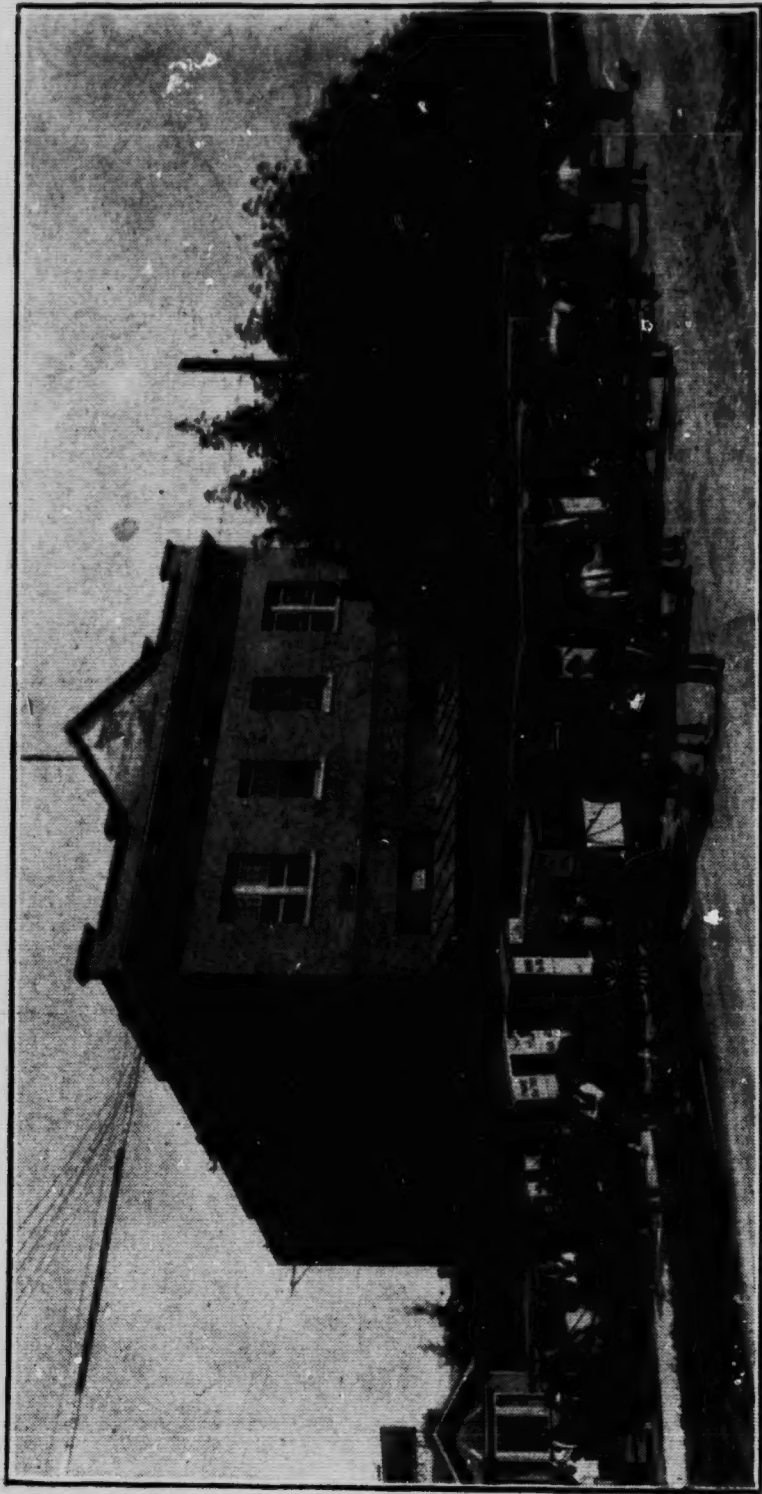




The Valley Dairy Limited — Allies of Purity — 1569 Sixth Avenue West
The Oldest Established Dairy in Vancouver, with the newest and most modern facilities
for handling milk. Phone Bayview 553.

HEALTH DEPARTMENT CITY OF VANCOUVER, B. C.

The Story of a Modern Dairy

SCORE CARD FOR DAIRIES

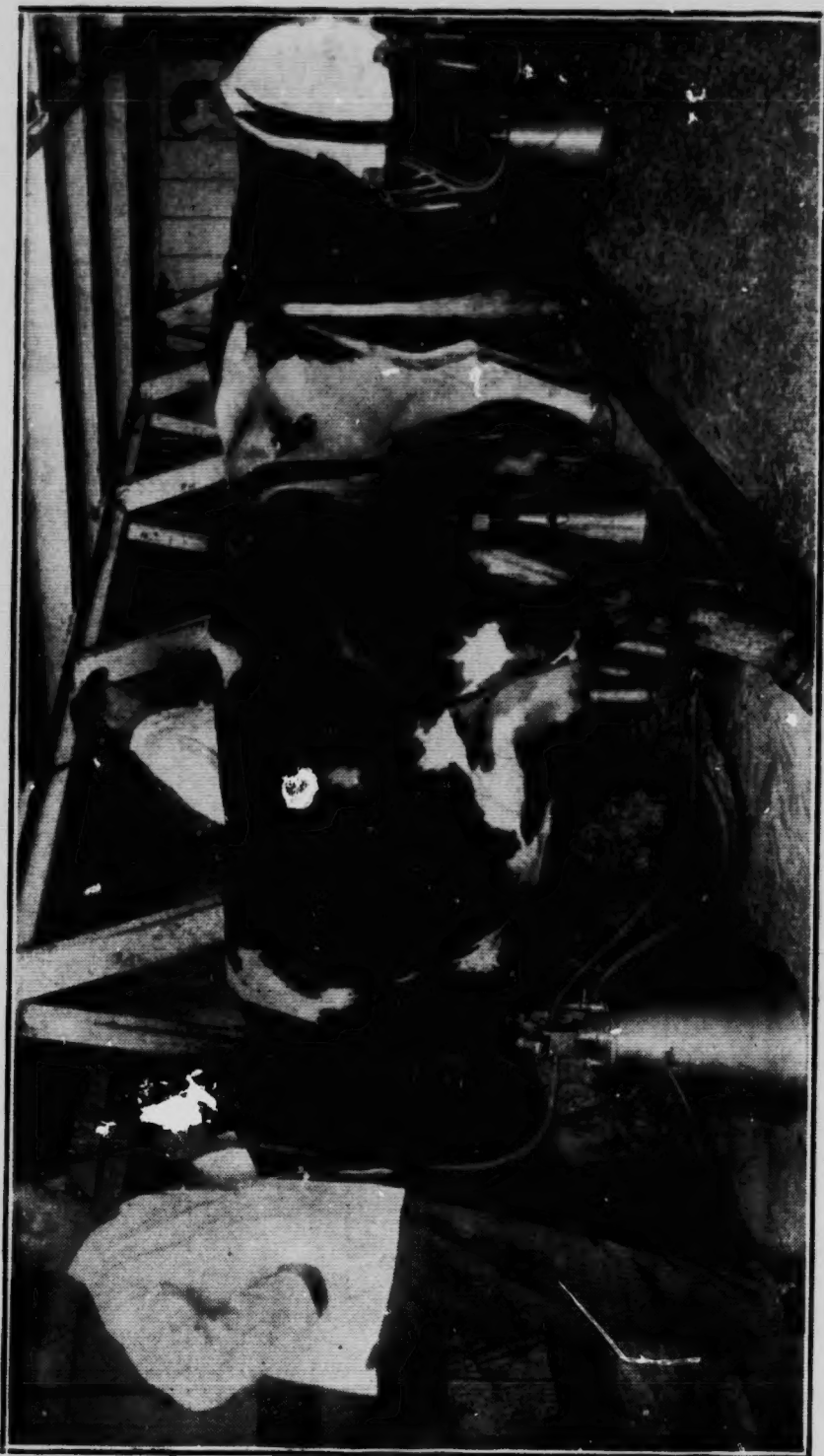
DATE *August 4th* 19*16* LICENSE NO. *One. (1)*
 LICENSEE *A. B. Balderston* ADDRESS *1569. 6th Ave. West*
 NAME OF DAIRY *The Valley Dairy*

	Full Score	Allowed	Minus %
91 License—Displayed in dairy.....	10	10	
96 Dairy—Soil clean and drained.....	10	8	
97 " " Used for milk only.....	10	10	
99 " " Connection to sewers, drains in good condition, sufficient water supply.....	50	50	
100 " " At least fifteen feet distant from contaminating sources.....	20	10	
101 " " Separate and distinct premises in good repair.....	30	20	
103 " " Cement floor, cement skirting, good fall to floor, gully trap outside.....	40	40	

Office

Told by Our Latest Score Card

103	"	Cement floor, cement skirting, good fall to floor, gulley trap outside	40	40
103	"	Floors, walls and ceilings tight and in good repair, good light, ventilation	60	60
103	"	Fly screens, self-closing doors, and fly cleaned milk-cooling apparatus	80	80
103	"	200 square feet floor area for each 200 gallons of milk handled in 24 hours	25	25
103	"	Lime-washed, kept in clean condition	20	20
104	"	License No. and name on both sides of wagon	20	20
104	"	Wagons clean and in good repair, covered and protected	30	30
106	"	Cans and utensils clean and free from dirt and rust	20	20
108	"	Cleanliness of person and apparel of drivers and others	50	50
112	"	Yards and enclosures paved, drained, clean	20	15
113	"	Machinery easily cleansed	50	50
116	"	Premises kept free from poultry, dogs and other animals	25	25
118	"	Notice displayed in, prohibiting smoking	20	15
Your Score is <u>Excellent</u> All Scores over 90 per cent.—Excellent. Good—When Score is 90 per cent. and below. Fair—When Score is 70 per cent. and below. Bad—When Score is 40 per cent. and below.			600	578
Signed <u>R. H. Mead</u> Chief Food Inspector.			.96.33%	



One of the farms that supply Valley Dairy Milk

We Invite Inspection

and wish to remind our friends and all who are interested in the purity of Milk that the Valley Dairy was the only dairy that made

Perfect Score

at the only Government Contest ever held in British Columbia.

❑ Every precaution known to science is taken by us to ensure good and wholesome Milk and Cream.

❑ OUR PLANT is second to none in its efficiency.

❑ OUR MILK is supplied from inspected herds.

❑ COME AND SEE how the milk is Clarified, Pasteurized and Bottled without the touch of human hand.

❑ See our Refrigerating Room where the Milk is kept prior to delivery.

❑ Consider and verify these facts and then you will be convinced that ours is "THE BEST BY TEST."

Why Do People Insist on Good Milk?

¶ *Because*, milk being the mainstay and natural food for the baby, it becomes essential that the best should be obtained. The question then arises: How are we to *know* the *best milk*? *Well!* Are you likely to get the *best* from any but the *best equipped dairy*?

¶ The Valley Dairy has endeavored to procure the best possible means of pasteurizing milk to render it pure, clean and safe, and after years of experience and experimenting we claim that we now have the best, most modern, sanitary and efficient dairy machinery yet invented. *Valley Dairy Milk* is pasteurized and cooled in enclosed tubes (not over an open surface, where dust and flies come in contact with the milk).

¶ The results of various tests made, bear testimony to the efficiency of our plant.

¶ Our Government Contest record of *perfect score* on bacteria, our city record of 850 per C.C., our dairy and equipment

score in which we obtained *first place over all dairies in British Columbia by the Provincial Government*, and latterly our record City Health Department score (see pages 2 and 3) are worthy of your consideration.

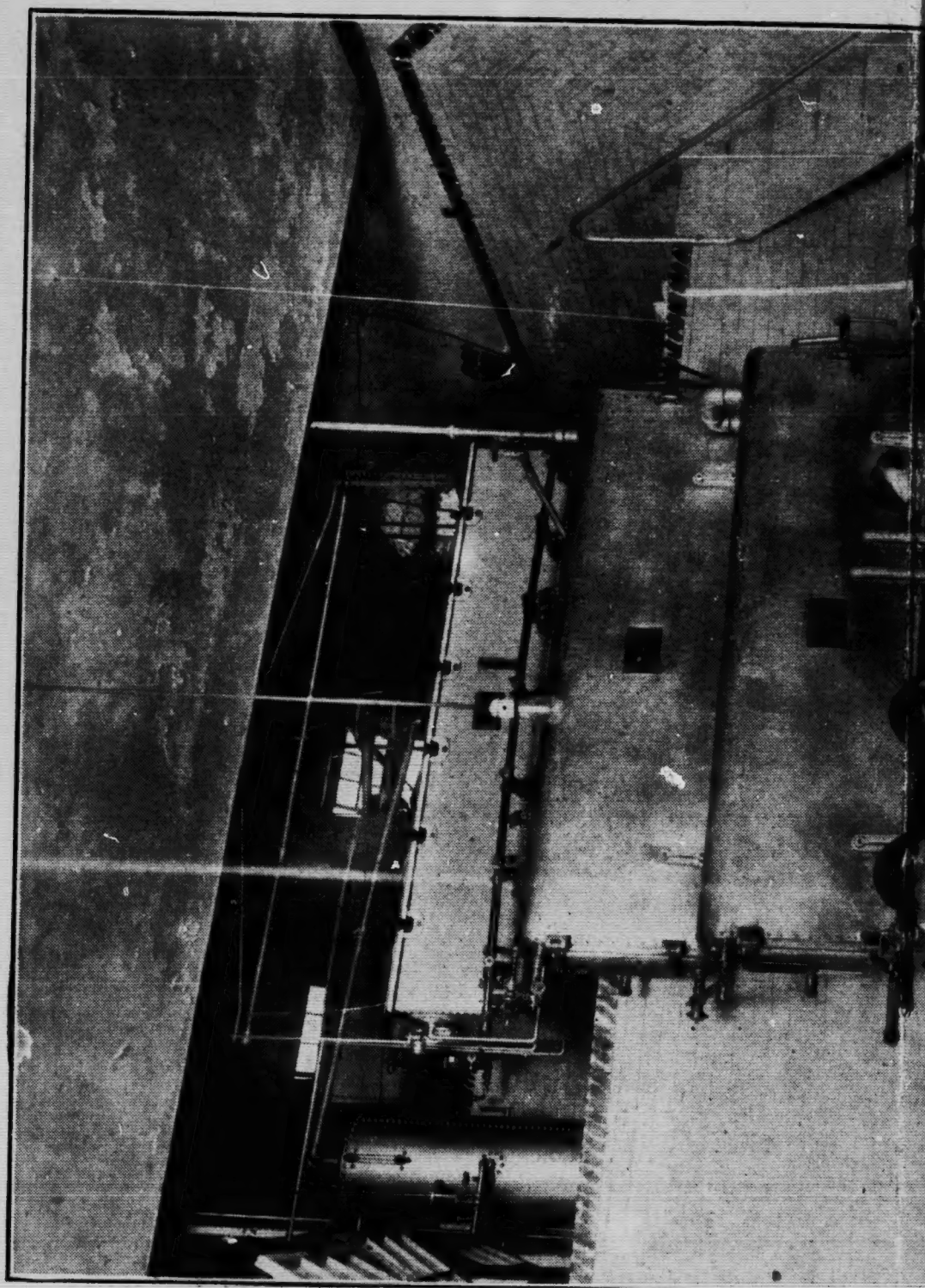
Food Value of Milk

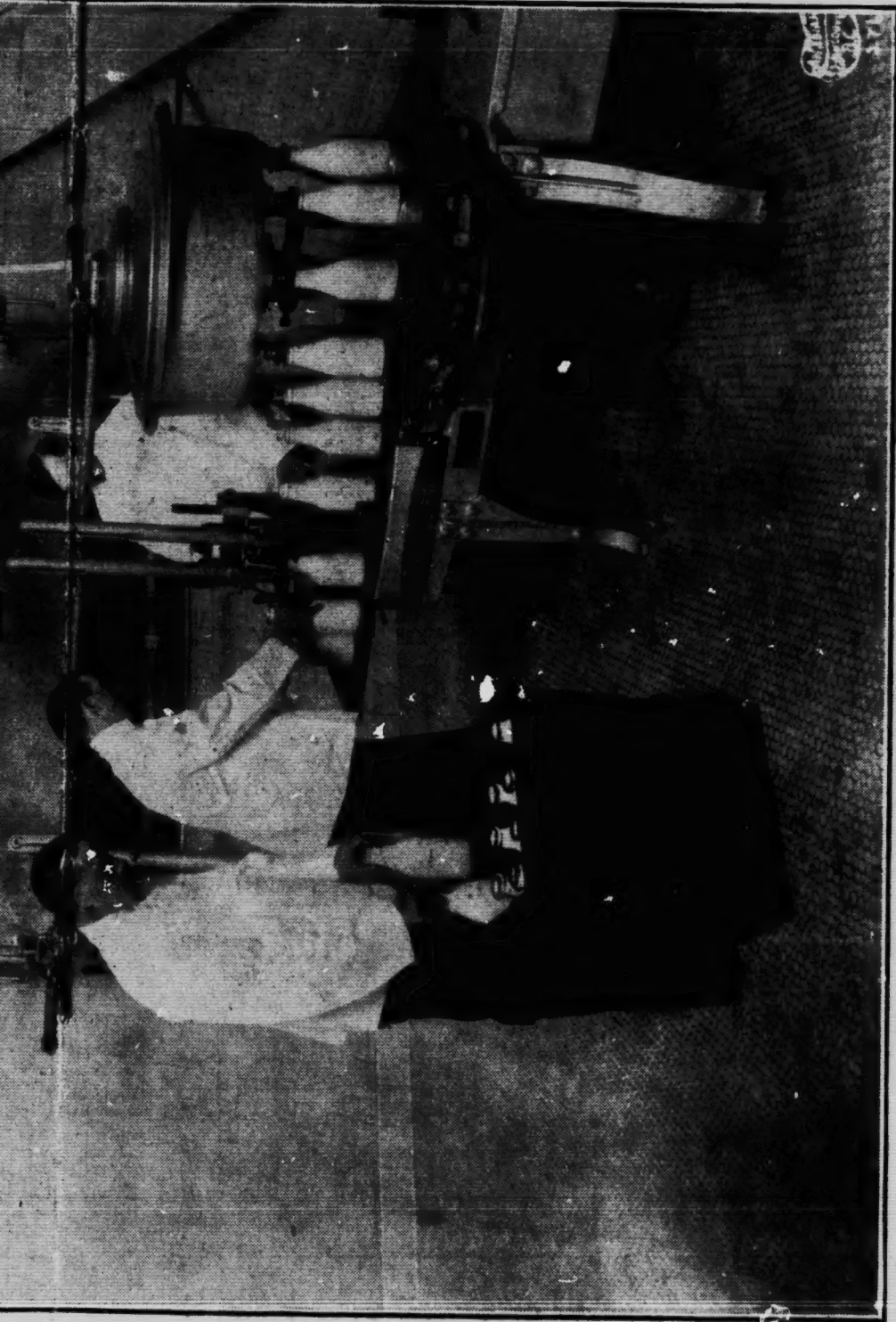
¶ The price you pay for cow's milk is very small compared with the price paid for other animal products having equal food value. One quart of milk is equal in value to:

¾ lb. of lean beef at 20 cts. per lb.....	15 cts.
8 eggs at 40 cts. per dozen	28 cts.
3 lbs. of fresh codfish at 15 cts. per lb...	45 cts.
2 lbs. of chicken at 30 cts. per lb.	60 cts.
1 1-3 lb. of oysters at 30 cts. per lb. ...	40 cts.
4-5 lb. loin of pork at 25 cts. per lb. ...	20 cts.
3-5 lb. of ham at 30 cts. per lb.	18 cts.

Average—22¾ cts.

¶ Pure milk is one of the cheapest food products you can buy. It is especially so for babies and growing children. But be sure it is pure milk, for if it is not it will do more harm than good. *You can make sure by visiting the plant from which your milk is secured. A milkman who is giving*





Our Milk Room where Valley Dairy Milk is Clarified, Pasteurized and Bottled

you pure milk will welcome your most careful inspection.

❑ Remember, the Valley Dairy is open all the time for your inspection.

Pure Milk

❑ If you could get your milk right fresh from a healthy cow living under sanitary conditions, then you would have pure milk. Few people are fortunate in this regard, most of us having to buy our milk from a distributor who in turn buys his supply from many milk producers who live in the country, sometimes many miles away.

❑ The milk you buy is sometimes twenty-four hours old when it reaches your door. This makes it necessary for your milkman to install pasteurizers and other sanitary equipment. It means a big outlay of capital, and it means protection to you and your dear ones at home.

❑ It was not until 1866 that the distinguished chemist Saxhlet advised the heating of milk for infant feeding, and described an apparatus for carrying out the process in the home. To Saxhlet will ever remain

the merit of having systematized and popularized the heating of milk for the special use of infants.

¶ *What is the object of pasteurizing milk?* There is only one object, and that is to destroy the harmful bacteria.

¶ *Does pasteurization destroy all bacteria in milk?* No, only harmful and frail varieties of bacteria. The harmless and hardy forms survive, and will continue to grow and multiply. Therefore, pasteurized milk turns sour and curdles in the same way that unheated milk spoils.

¶ *Why is rapid cooling important?* The milk should be chilled at once after heating and kept cold, because if allowed to cool slowly it remains at blood heat for several hours. This is the best temperature for the growth and multiplication of bacteria and their poisonous products.

¶ The effectiveness of our cooling apparatus is here apparent, as our milk is speedily reduced from 142 deg. F.—the temperature at which it is pasteurized—to a few degrees above freezing, at which temperature it is bottled.

Clarification

¶ This big word simply means a process for cleaning the milk and cream of the little dirt particles which may have blown or fallen into it before it is bottled for your use.

¶ No, the clarifier will not remove the injurious germs. It only removes the particles which are heavier than the milk. Cream is lighter, so it all stays in. Careful tests have proven that the bacteria are there in just as large and larger quantities than before. Therefore, your milkman must resort to another process to make his milk pure from a bacteriological standpoint. It must be purified by a proper application of heat.

¶ A clarifier is a wonderful machine which does a very thorough job of cleaning. It removes particles too small for the eye to see. Yet it does not remove any of the milk or cream, except such small quantity as may adhere rigidly to the particles removed.

¶ The milk goes in at the top, is revolved at a high speed and comes out below free from dust and dirt. Such sediment as it may have contained has been retained in a chamber for that purpose.

¶ Call and see for yourself how Valley Dairy milk is clarified.

Clean Bottle

¶ It is fully as essential that the bottles in which you receive your milk are clean and sanitary as that your milk be clarified and pasteurized.

¶ With our bottle washing equipment it is possible to wash the bottles and rinse them in water far too hot for the human hand. After they are efficiently washed and rinsed in hot water each bottle is thoroughly sterilized before being put away in the cooling room where it is kept at a low temperature until filled with pure, pasteurized milk or cream.

Why Milk Should be Pasteurized

MILK AND CREAM

¶ *Many diseases may be due to impure milk*—summer complaints of babies, tuberculosis, typhoid fever, diphtheria, scarlet fever, septic sore throat and some other unusual diseases, such as malta fever, "milk sickness," etc.

Raw Milk Causes Infant Deaths

¶ Twenty-five per cent. of all deaths are of children under five years of age.

¶ More children die from intestinal disease than from other causes. Children's food is chiefly milk.

¶ Dirt bacteria, harmless to adults, irritate and inflame the intestines of children.

¶ So long as raw milk is apt to be dangerous milk, our only protection lies in heating the milk, thereby killing the germs of tuberculosis, typhoid fever, diphtheria, scarlet fever, septic sore throat, etc.

¶ Pasteurized milk is just as digestible and just as nutritious as raw milk.

¶ Valley Dairy milk means health insurance.

¶ Don't be misled by accepting cheap milk. Some people laugh and say it is foolish to treat milk. We often hear people say: "Look at me! I am hale and hearty at eighty years. I have always been fond of milk, and it has never hurt me." Such people forget that the fruits of victory cannot be measured by the survivors alone—we must have the list of the killed and wounded, too. More victims have fallen as a result of infected milk than as a result of bullets in war.

¶ No epidemic of disease has ever been traced to pasteurized milk. Then why drink raw milk?

Your Duty

¶ It is truly your duty to see that the milk and cream you buy is properly pasteurized as it is to see that your family has pure drinking water.

¶ You will do much toward keeping those in your family healthy and robust by properly guarding the milk supply.

¶ *It is surely your duty to visit the milk plant from which your milk is secured and to see for yourself that it is handled properly and under sanitary conditions.*

¶ Watch the cream line on the bottles and see that you are getting your full share of good, rich, fresh cream.

¶ See that your milk has that natural raw flavor. If it is properly pasteurized and handled it should taste almost as fresh as it does immediately after being milked from the cow.

Get the Best by
Actual Test—
Valley Dairy Milk